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CANADIAN MOVING PICTURE

# Digest

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MAY 22, 1954

## An Eye Full of White Christmas



GORDON LIGHTSTONE, Canadian General Manager, Paramount Pictures.

The diagram above, which shows a scene from Paramount's Irving Berlin film, "White Christmas," demonstrates the VistaVision principle of comfortable viewing for every member of the audience. "White Christmas" is the company's first motion picture to be filmed in VistaVision, tremendous new wide-screen process. The human eye, say experts, is constructed in such a way that it has the capability of seeing the object of direct interest. It also sees a surrounding balanced area called "the comfortable viewing area." Beyond this is still another area to which we refer when we say: "I saw it out of the corner of my eye." All three areas are completely covered by the scope of VistaVision.



BARNEY BALABAN, President, Paramount Pictures.

"The demonstration," declared Mr. Balaban, "will show clearly the tremendous new and added clarity, brilliance and sharpness which VistaVision brings to the screen. With VistaVision, the screen takes on new meaning, new dimension, new colors, new strength; it is so different and so much more real than anything we have ever seen before that it is as though we were seeing reality on a screen for the first time in our lives."



# My Intimate Diary

- by Leo



"Hooray!"



You should have seen our Sales Execs doing hoop-las in the projection room last week when we screened an advance print of the sensational "SEVEN BRIDES FOR SEVEN BROTHERS" in CinemaScope—color, too. It stars Jane Powell, Howard Keel and a screen full of young talents all-out for love-making. Some folks call me King of the Musicals. All right, so it's true!

The Broadway scene is very Lion-ish (that's me, pals). For instance:

**RADIO CITY MUSIC HALL:** Sensational "EXECUTIVE SUITE" (starring Academy Award winner William Holden and June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch)—acclaimed by the critics and applauded by the public, successor to another Music Hall record-breaker, "ROSE MARIE" (CinemaScope—color; Ann Blyth, Howard Keel, Fernando Lamas)—to be followed by "THE STUDENT PRINCE" (CinemaScope—color; Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza).

**STATE:** Box-office music as fans applaud lovely Lana Turner, even more exciting as a brunette (with Pier Angeli, Carlos Thompson) in the fiery romance, "FLAME AND THE FLESH" (Technicolor).

**VICTORIA:** Exploitation natural grips Times Sq. "PRISONER OF WAR" (Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka).

**GLOBE:** Thrilling drama of Navy's jet pilots bombs Broadway—"MEN OF THE

**FIGHTING LADY"** (Color; Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy).

**TRANS-LUX 52nd St.:** That phenom of show business, "LILI," continues to pack them in, in its 2nd year. (Incidentally, it's a clean-up in repeat bookings everywhere since it won so much praise, not to mention the Academy Award for music. Inquire!)

*Random Thought:* A lot of those gloomy folk who predicted the rout of movies by TV are now confessing they don't turn on their sets nearly as much as formerly. The movie-going habit is getting to be a habit again. Nothing to equal a good movie. Where else can you see great color musicals like "The Student Prince" or big, star-studded attractions like "Executive Suite." Only in the movie theatres, natch!

When the tip-off comes from as experienced a movie judge as publisher Billy Wilkerson of Hollywood Reporter, lend an ear! In a front page editorial of his April 13 issue Mr. W. reports a group of M-G-M screenings in Hollywood, advance prints of "THE STUDENT PRINCE" and "SEVEN BRIDES FOR SEVEN BROTHERS," also "BRIGADOON" and "BEAU BRUMMELL" (all in CinemaScope and Color) in stages of completion. He wrote: "We sat in on 'Brigadoon' and can report high enthusiasm, not only for this picture but for the others. There's no better way of impressing anyone than by showing them the goods and that's what M-G-M did." When you see for yourself, you'll join Mr. W. in his "high enthusiasm."

"Don't listen to kill-joys!"



"Inside Stuff!"



"P.S. Watch for more of "My Intimate Diary"  
- Leo



# Ray Presents



IN ALL the forty years that I have been writing editorials and Ray Presents, this was the first time that a Ray Presents made me sick.

It was Sunday evening, and I had just finished Ray Presents, when I began to feel peculiar. As if by magic, there were the dear members of my family in my room, there was the doctor with the face of an owl, something gleaming sharp and steely in his hand. Before I could protest,

Bingo, I had had it.

*I could hear singing, "Give me some men, who are stout-hearted men, who will fight for the land they adore" and then the song changed to, "On the Road to Mandalay, where the flying fishes play," and the next thing I knew, I was Minnehaha, wrapped in blankets and carried away to an Oxygen Tent.*

THIS ALL happened ten days ago, and I am alive to tell the tale. You should see the bit of a pencil my family left me to write with, I believe this is intentional, but they don't know, that ideas are more important than pencils.

My nurse gave me quite a laugh. She told me, that she and her husband had gone to see "Mildred Pierce," and that they have one daughter, fifteen, who had a miserable time all the next day, because they thought that they might be spoiling her, as Mildred Pierce did her daughter. Everything that she wanted to do, they said "No."

*I have been keeping in touch with the news, and note, that the Drive-Ins are having a cold time. Hope it warms up soon. I have been watching developments in the Equipment field, and note that in spite of how Mr. Spyros Skouras, President of 20th Century-Fox feels about the importance of Stereophonic Sound in conjunction with CinemaScope, his company will release CinemaScope pictures with varying appliances of Sound. For any theatre which can afford the Stereophonic Sound with CinemaScope, the increase in entertainment value is most noticeable.*

PARAMOUNT is talking about VistaVision, and others are talking also, but we must remember what an intensive saturation job everyone, connected with Fox, has done on CinemaScope and Stereophonic Sound; that the public took over where Fox left off, and that this trademark is well implanted.

Out of it all, Motion Pictures has created a new-born interest, and people talk about pictures today, not lethargically, but in a tone of enjoyment.

*You can depend on it, that there is something worthwhile about VistaVision, or Mr. Barney Balaban, the President of Paramount Pictures, and the other executive officers of the company would not be talking so much about it, and giving demonstrations.*

*It so happens, that Paramount has the strongest line-up of product, which it has had in years, a varied program of production with plenty of entertainment values.*

I WISH, that I could attend the VistaVision demonstration, because any new asset to our business, which is really, the miracle-business of a Century, is a most exciting experience.

I cannot but recall how hard we cried about Television, the latter which was and is by no means, less than a competitive giant, and no laughing matter, but along came the 3-D tremors, over which we began to get a gleam-in-the-eye and then came the big parade about CinemaScope, followed by a parade of different processes, and the Television giant, not

on our doorstep, but right in our home, became a stale topic of conversation.

*There is life in the air of our Industry, and it is up to us to capitalize on its power.*

*If we think the public is not as movie-struck as ever, listen to this one.*

I RECEIVED a card from Mr. Barney Balaban which told me, that he would be coming to visit me at Mount Sinai Hospital, and my nurse said, "Oh, that is the big movie producer. I'm going out to buy a new uniform, and I will come in with a glass of water and trip on the rug, and he will take a look at me, and perhaps give me a part in a picture. They are always having dumb nurses in pictures." You can imagine how excited I am about the expected visit.

*You will recall, that last year, when we had the judging of The Showmanship Campaign, we had around three hundred to examine, and it was decided to have a mid-year judging, in order to give adequate time to the judges, to examine the campaigns.*

*My congratulations to the winners—First Prize, Paul Turnbull; Second Prize, Arthur Cauley; Third Prize, Nick Langston; Honorable Mention, Bill Burke.*

WE ALL KNOW how vital to the box-office are the special campaigns which exhibitors introduce, sometimes aided by the distributor's Exploitation man, in selling the pictures to the Public. I am firmly convinced, that the difference, with a campaign or without, is a difference in hundreds of dollars at the box-office.

Our First Semi-Annual Contest is now over, the winners have been announced, and I can state with gratification, that our Semi-Annual Contest will now become a regular feature of our Annual Digest Showmanship Contest.

The highlights of the Showmanship campaigns submitted by the four prize winners deserve special mention and I know of no better way of doing this than to allow each winner to speak for himself as outlined in their submissions to the contest.

*Paul Turnbull, Granada Theatre, Hamilton, who took First Prize with his campaign on Paramount's "War of the Worlds," divided his campaign into Advance and Current Exploitation. Here is his outline.*

*"Breast badges were worn by all Usherettes; Doormen; Candy Bar Attendants, and Cashiers — three weeks in advance of playdate.*

A SPECIAL lobby display case was used with model planes, anti-aircraft vehicles and guns; tanks; soldiers; jet planes; green moss, (used as grass); white sand, all promoted free of charge from Riley's Hobby Shop, with "War of the Worlds" background and cut-out of space ships on both sides. The whole display was lighted by fluorescent light and this was placed two weeks in advance of our playdate.

*"A six sheet was pasted on the lobby floor two weeks in advance of playdate. This caused much comment as most patrons were scared to walk over top of the six sheet.*

*"Advance stories of inter-planetary space travel and navigation and science-fiction news; advance atomic experiments, were arranged to be featured in the 'Out of the Notebook' column of the editorial page of the Hamilton News, as advance interest in science-fiction stories.*

TWO huge 8 foot square pictorial displays were secured to the top of our theatre marquee, to which was attached, one foot in front of the top of the displays, two cut-out models of space ships. The port holes were cut out and

(Continued on Page 6)



## Toronto and District

By BILL PRESS

A new screen was installed in the Famous Players' Imperial Theatre, Toronto, along with Excelite lamps in the three projection machines in the booth, for the first Canadian demonstration of Paramount's VistaVision early on Thursday, May 20, to which many executives, managers and exhibitors were invited.

The VistaVision screen measures 46 by 24 feet, the height being six feet more than the surface which had been installed last fall for CinemaScope, Manager Russ McKibbin explained.

The latest screen will be used for the two new techniques as well as for the smaller flat pictures. In the evolution, the Imperial's once-famous Magna Screen, set up years ago, has completely disappeared.

The latest added attraction at the Downtown Theatre, Toronto, managed by Martin Simpson, is a snack bar in the lounge downstairs where patrons can buy hot dogs and other food and coffee. The convenience is additional to the confectionery counter in the main lobby on the street level.

Officials of the film industry in Toronto have been watching the transportation situation carefully because of the possibility of a strike of non-operating workers, which would tie up the railways again.

In co-operation with trade representatives, Arch H. Jolley of the Motion Picture Theatres Association of Ontario once more worked out an emergency system for the handling of prints.

After a month's vacation in Florida, Marc Hirsch, manager of the Eglinton Theatre, Toronto, returned during the second week in May to find the natives complaining about wintry weather.

Two personages who officiated in the presentation of the 1953 Canadian Film Awards at Montreal May 10 were Mrs. Robert Flaherty, widow of the famous documentary producer, and Yousuf Karsh, noted Ottawa still photographer.

The outstanding picture, "The Seasons," made by Christopher Chapman of Toronto on his father's Ontario farm, was honored as the Canadian Film of the Year. Special honor was bestowed on Gordon Sparling of Associated Screen News for his distinguished service to the industry for a quarter of a century.

Manager John Miller of the Cinema, Hamilton, got four weeks out of *The Living Desert*, then, on May 10, turned to *Hobson's Choice*, with the expectation of another lengthy run.

Following the acquisition of the Seville Theatre, Montreal, by United

Amusements Corp., William Boal, who had been assistant to Archie Laurie at this theatre, was transferred to the head office of National Theatre Services at Toronto.

Gordon Simm, at NTS headquarters, was appointed manager of the Roxy Theatre at West Hill and, not as previously stated, to the Scarborough Drive-In where Ray Sadowski is the manager.

Manager Bill Burke, who is Irish, had a Scottish treat for the patrons at the Capitol Theatre, Brantford, in connection with the engagement of RKO's *Rob Roy*, when a large gathering of the clans enjoyed a stage show.

The highlight was the appearance, with pipers, of the drill team of Scottish lassies from the Jean Stewart Robbins Auxiliary. The audience was generous with its applause.

## MR. EXHIBITOR

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We now have a library of good 40-second sound trailers (adfilms) for 32 different business classifications, covering every type of merchant in your town.

We can tie in the merchant's name, slogan, etc., with appropriate voice message and **SELL** this service for you **LOCALLY** and **PROFITABLY** in English or French.

Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

For **CONSISTENT** extra revenue—at no extra cost

Write, wire or phone

**FRED T. STINSON**  
General Manager

## ADFILMS LIMITED

77 York Street  
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## THE CANADIAN MOVING PICTURE DIGEST

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HELEN CROWLEY..... Saint John, N.B.

## Maritime News

HELEN CROWLEY

Probably the most successful picture to play the Maritime provinces within recent years is *The Kidnappers*, a J. Arthur Rank production. This picture has a Cape Breton locale which makes it a natural for the Eastern provinces, but the two appealing child stars are really captivating and will tug at the most hardened heart strings! According to Mr. Graydon Matthews, manager of J. Arthur Rank, all the key situations in the three circuits—F. G. Spencer Co., Odeon, and B & L—have already arranged repeat dates on this production.

Mr. R. G. March spent several days in Saint John in connection with Twentieth Century-Fox's change of policy which took place at the request of Exhibitors.

CinemaScope has now been installed in the Strand (Odeon-Garson) theatre at Saint John, N.B. The first CinemaScope picture to play this theatre will be *King of the Khyber Rifles*, which will open within a few days. CinemaScope has already been installed in the Odeon circuit's Moncton theatre.

Mr. Lloyd Mason of Springhill and Mr. Harold Gaudet, Capitol Theatre, Springhill, Nova Scotia, were visitors to Saint John this week.

Mr. Abe Cass, Toronto manager of Columbia Pictures, is spending a few days in Saint John visiting his son Gerald who is sales representative with Twentieth Century-Fox.

## NEW ARRIVALS — A WELCOME ADDITION

Mrs. Ruth Sadowski, daughter of Mr. and Mrs. Fine, gave birth to a "Fine" baby girl. A new star was added to the cluster surrounding Izzy Allen of Astral Films with the birth of a son to Jerry Solway and his wife, Izzy's daughter.

Their second child, a girl was born to Walter Manley, Republic's special representative in Canada, and Mrs. Manley, at Jewish Hospital of Brooklyn.



# HOLDOVERS EVERYWHERE

OTTAWA . . . 6 WEEKS — STILL GOING!

TORONTO . . . 6 " " "

MONTREAL . . . 7 " " "

EDMONTON . . 5 " " "

SASKATOON . . . 2 THEATRES — RECORD CROWDS!  
(18 days)

*All records smashed . . . Sydney*

Outgrossed "A Queen is Crowned" in  
unprecedented 10 days at **North Bay**

**THIS IS RESULTS!**

*Phone in to get your appointment  
with*

**The  
Kidnappers**

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## Ray Presents

(Continued from Page 3)

flashing colored lights played through the openings, giving both a realistic view of the space ships, and a 3-D vision of the complete display. This was most effective at night as the whole marquee was lit up from the outside by two 1,000 watt bulbs. To give added emphasis, we disconnected the Granada upright sign. This was a crowd stopper!!!

"Special false fronts were used during the complete engagement of the picture in addition to the special marquee pictorial display.

"We constructed a special twelve-foot rocket ship, backstage in our own sign shop, which was brilliantly painted blue and silver, with large red lettering carrying the following copy: 'Destination—The Granada Theatre—War of the Worlds.' This huge rocket ship was conveniently planted in the backyard of a married couple early in the morning. The couple phoned the Hamilton Spectator in great excitement, that a rocket ship had apparently dropped on their property, and thereby put the ball into motion. RESULTS: A three-column picture in the Hamilton Spectator with quite a story under the cut, and another wonderful story in the Hamilton Spectator the following day by John Robinson in his regular theatre column.

"Later the same day, the rocket ship was fitted to the top of a truck and driven all over downtown Hamilton.

"A SPECIAL drawing contest was featured in the Hamilton News. Eligible to youngsters up to grade 8. For the price of \$18.00 charged to us, we were able to promote 430 lines for a nice spread. Many entries were received and prize winners were duly judged by James McDonough; Chas. Gordon Fry, local sign artist, and Art Hill, local stage artist. We received a story free of charge on page 3 of the Hamilton News, urging the kids to get into the contest, and another story also free of charge on the actual results of the contest.

"We made a special tie-up with the Canada Dry Soft Drink Company, by promoting free space helmets to the first 250 kids attending our show on Saturday, January 2nd (the fourth day of our engagement). These space helmets were distributed at the door by theatre usherettes who modelled the helmets for the children."

SECOND PRIZE winner Art Cauley, manager of the Paramount Theatre, Peterboro, scored with the judges on his campaign for IFD's "The Story of Gilbert and Sullivan." His campaign highlights follow.

"On the Sunday evening prior to the opening of this feature, a special private screening was held.

"Special Invitations were printed and sent out to 100 of the citizens of the city.

"Among those attending were: The Mayor, eleven Aldermen and their wives, Librarian, three High School Principals, three High School Singing Teachers, the owner of the Peterboro Examiner, the owner of the Peterboro Review, fourteen of the Radio Station Staff and their wives, and different heads of the Clergy.

"Before the opening of the film, I spoke to the gathering, and gave them a rather short, but important rundown. I mentioned the quality of the picture—and made the point that it stuck rather close to the real life story of Gilbert and Sullivan.

"THREE thousand heralds were given city-wide distribution—at no cost to us, the printing being paid for by Comstock's Furniture Store.

"Eighteen-foot-long arrows were placed on Hydro poles for blocks around the theatre—all pointing toward the Paramount. Each arrow was 12" long by 4" deep, and said simply 'Gilbert and Sullivan.'

"Single sheets and snipes were placed in many locations.

"Cherney's Department Store — Not only did they place the single sheet and snipe in their giant revolving window, but along with it, placed a lot of recordings, etc.

"They also had a small sign over their Record Bar, and music from the picture was played all day long, during the run of the feature.

"COMSTOCK'S Furniture Store — Used their single sheet to make up a nice display next to their record bar, just inside the front door, on the main floor. (Both stores well satisfied with the sales of their recordings.)

"While the feature was on—a public award from the city was presented to one of the School Safety Patrol Members.

"The Award was presented on our stage by Constable MacKay, head of the Patrol.

"Naturally, we were right in there, for a lot of free publicity—photos sent in to the Police News Magazine, stories in the papers."

NICK LANGSTON, Odeon Theatre, London, won third prize with his campaign on JARO's "Personal Affair." Outstanding in his campaign and in his own words were, the "Sneak preview—Friday, Feb. 19, 1954.

"Announcement from stage of theatre each night over P.A. system.

"Seventy sets of three 1 sheets displayed in stores, garages, etc., around the city.

"Dressed model in foyer with card announcing Fashion Show and

play date of Personal Affair.

"1954 Hillman Minx on display at front of theatre on sidewalk.

"Television display in foyer with credit cards.

"Full page co-op ad in London Free Press newspaper with write-up.

"One and a quarter page co-op ad in London Echo newspaper with write-up."

OUTSTANDING showman and winner of many Showmanship Awards in the past, Bill Burke, Capitol Theatre, Brantford, received Honorable Mention, with his campaign on "The Story of Gilbert and Sullivan."

"The campaign was started two weeks in advance with the candy bar decorated in the 'G. & S.' motif. My candy girls were dressed in Gilbert & Sullivan costumes.

"For the past fifteen years the local Kiwanis Club have been presenting Gilbert & Sullivan operettas in Brantford, so I arranged with the President to speak at their weekly noon luncheon meeting, plugging my showing of the picture.

"Also arranged to be interviewed by CKPC's woman commentator, Marion George, on her morning program, the day before the picture's opening, answering questions about the picture and its local showing.

"CKPC also ran a fifteen-minute program of Gilbert & Sullivan on the Saturday afternoon of the picture's showing, mentioning theatre, etc., and on Sunday evening gave me a half hour program of G. & S. music, with theatre and credits at the beginning and end of the program, all absolutely free of charge.

"Two bands paraded to the theatre to see the film.

"Made a tie-up with the Dodge Car Agency in Brantford, the dealer taking and paying for a full-page spread in Tuesday's Expositor, this page including a heading on 'Gilbert & Sullivan' and a seven-column cut on the picture. The agency also spent \$50.00 in radio spots, also plugging my film."

DAN KRENDEL in his May 12th issue of Ballyhoo commenting on the Digest Contest brings home a few pertinent points, while at the same time congratulating the winners and urging his readers to greater effort and participation in the coming judging for the 15th Annual Digest Showmanship Contest. I quote:

"I'm proud of Paul Turnbull and Art Cauley . . . first and second prize winners in the first six months of the Canadian Moving Picture Digest's Annual Showmanship Contest. The judges were unanimous in their choice. . . . The entries were excellent, and were highlighted by some outstanding promotional

(Continued on Page 15)



Universal-International  
is the company that  
makes ALL types of  
Pictures for ALL types  
of Theatres...for ALL  
types of Screens...ALL  
through the Year!

And for all those big months of  
June, July, August and September...  
here's the top quality line-up of...

*"Pictures with that Universal Appeal"*





JUNE

AUDIE MURPHY · LISA GAYE  
LYLE BETTGER · WALTER BRENNAN

# DRUMS ACROSS THE RIVER

Color by  
*Technicolor*

JULY

CLAUDETTE COLBERT · FRED MacMURRAY

# The EGG and I

CO-STARRING  
Marjorie MAIN · Percy KILBRIDE  
as "Ma Kettle" as "Pa Kettle"

with RICHARD LONG · LOUISE ALLBRITTON

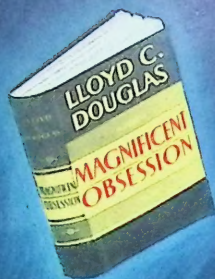
AUG.

DONALD O'CONNOR · JULIA ADAMS  
CHILL WILLS · MAMIE Van DOREN

with LYNN BARI · ZASU PITTS and "Francis" The Talking Mule







for AUGUST..

From the great  
Love Story  
by the author  
of "The Robe"  
comes one  
of the most  
unforgettable  
motion  
pictures of  
all time!

*Universal-International presents*

JANE WYMAN  
ROCK HUDSON  
BARBARA RUSH

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# *Magnificent Obsession*

COLOR BY **TECHNICOLOR**

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER

Directed by Douglas Sirk • Screenplay by Robert Brees • Produced by Ross Hunter



JUNE

AUDIE MURPHY · LISA GAYE  
LYLE BETTGER · WALTER BRENNAN

**DRUMS ACROSS THE RIVER**

Color by  
*Technicolor*

JULY

CLAUDETTE COLBERT · FRED MacMURRAY  
**The EGG and I**

CO-STARRING  
Marjorie MAIN · Percy KILBRIDE  
as "Ma Kettle" as "Pa Kettle"

with RICHARD LONG · LOUISE ALLBRITTON

AUG.

DONALD O'CONNOR · JULIA ADAMS  
CHILL WILLS · MAMIE Van DOREN

with LYNN BARI · ZASU PITTS and "Francis" The Talking Mule









ALL THE VAST PAGEANTRY THE TOWERING EXCITEMENT  
THE THUNDERING THRILLS OF KNIGHTHOOD'S EPIC AGE!

SWEEP THE GIANT SCREEN OF **CINEMASCOPE**

# THE Black Shields OF FALWORTH

The story of  
Myles of Falworth,  
England's Outlaw Knight,  
storms from the pages  
of Howard Pyle's  
great novel!

COLOR BY *Technicolor*



FOR SEPTEMBER RELEASE

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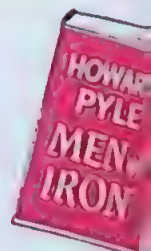
TONY CURTIS

JANET LEIGH

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHALL

with Torin Thatcher • Daniel O'Herlihy • Rhys Williams • Craig Hill

Directed by RUDOLPH MATÉ • Screenplay by OSCAR BRODNEY • Produced by ROBERT ARTHUR and MELVILLE TUCKER • A UNIVERSAL-INTERNATIONAL PICTURE





## VANCOUVER NEWS

By JACK DROY

Four drive-in theatres in this area are under new ownership this year. They are the Ruskin, near Haney; the Cascades, at Burnaby; Hillcrest, near Langley Prairie and the North Star, at Aldergrove, B.C.

*CinemaScope* prices have been reduced from a \$1.25 top to 90c at night in Vancouver downtown theatres. "Rose Marie" is playing the Capitol to capacity at the reduced scale.

Doug Calladine, president of Projectionists' Local 348, IATSE union, was replaced by Bill McCartney, Jr. Dave Smith of the Main Theatre succeeded McCartney as vice-president.

The "Kidnappers" is proving a real sleeper and doing better than average at the Odeon-Vogue in an off-week in local first runs.

The National Drive-in Theatres Cascades partnership troubles are settled with the Steel family taking over control from the Len Johnson faction.

Placed on the "Adult Entertainment" list by the B.C. censors were "Carnival Story," "Creature from Black Lagoon," "Phantom of Rue Morgue" and "The Slasher."

Demolition of the old Star Theatre on Main Street, is under way to make room for an \$810,000 jail. The city expropriated the 450-seater when the owners failed to agree on a price.

Rae Waldergrave, formerly with Hoyte's circuit at the Arncliffe Theatre in Sydney, Australia, is a new addition to the floor staff at the Odeon-Vogue, who now have three Australians on their staff.

Lance Webber, manager of the Capitol, Penticton, away on sick leave for the past year, returned to work. Barry Freeman, who was in charge of the Capitol during Webber's absence, was moved to FPCC Starlite ozoner at Nanaimo on Vancouver Island.

## THE LONG GRAY LINE

Allen Nourse has been signed by Columbia for the role of the West Point chaplain who informs his congregation that the Japanese air force has attacked Pearl Harbor on Sunday, December 7, 1949, in the *CinemaScope* Technicolor production, "The Long Gray Line," co-starring Tyrone Power and Maureen O'Hara.

Nourse, a New York stage and TV actor, recently made his motion picture debut in the important featured role of plainclothes officer Paddy Dolan in Columbia's detective thriller, "Pushover," with Fred MacMurray, Phil Carey and Dorothy Malone.

"The Long Gray Line," currently on location at West Point, is being directed by John Ford and produced by Robert Arthur.

## DOCTOR IN THE HOUSE

A modest British film comedy, two-dimensional, without famous names, and brought in on budget at something like \$400,000, is making sensational boxoffice news. The degree of smash in the hit "Doctor in the House" has made is best rendered thus: in three weeks at the Odeon, Leicester Square, London, it attracted more customers than any film there in the past eighteen months, which includes "The Robe". The Rank Organization, which made the picture and owns the theatre, decided to give it a fourth week, but at the same time put it on at two other of their theatres, neither of which lies more than a mile from the Odeon, and both of which seat over 2,500.

That week this bonanza movie proceeded to break the all-time record of the Odeon and simultaneously to chalk up the best revenue in the history of one of the other houses and the best since 1948 at the second.

It is slated to open in Canada soon.

## 5 FROM ALLIED ARTISTS

Three films for *Allied Artists* will be put before the cameras during May, according to executive producer Walter Mirisch.

The first was "Jungle Gents," a Bowery Boys comedy to star Leo Gorcey and Huntz Hall, which producer Ben Schwalb launched on May 7 with Edward Bernds directing.

On May 24, producer William F. Selwyn will begin filming "The Bob Mathias Story" at Tulare, Calif., with Mathias in the star role and Francis D. Lyon directing.

Producer Lindsley Parsons' "Ketchikan" is scheduled to get underway on May 28. He currently is negotiating for a top star and director for this film which will be filmed in large part in Alaska.

Currently two productions, Walter Wanger's "The Adventures of Hajji Baba" in *CinemaScope*, and the William F. Broidy production of "Wanted by the F.B.I." are being filmed for *Allied Artists*.

## MPAA Honors Nicholas Schenck

A silver bowl was presented to Nicholas M. Schenck, president of Loew's, Inc., during the Board meeting of the Motion Picture Association of America.

The bowl, which was presented by Eric Johnston, president of the MPAA, bore the inscription:

"To Nicholas M. Schenck, who, over the years, in labor relations as in all other respects, has made ours a finer, better and greater industry

"From his colleagues and devoted admirers.

"Miami Beach, January 27, 1954." The bowl was donated and signed by Mr. Johnston, company presidents and

## UNITED ARTIST'S 35TH ANNIVERSARY DRIVE

At the end of the 25th week, *United Artists'* Dallas, New Orleans, and St. John (Canada) exchanges retained the lead in the company's 35th Anniversary sales drive honoring President Arthur B. Krim, it was announced by drive co-captains William J. Heineman, Vice-President in charge of distribution, and B. G. Kranze, General Sales Manager. Final results of the drive will be announced in a week or two.

The 32 *United Artists* branches are competing in three groups of equal grossing potential in the six-month Anniversary Drive, which ended May 15.

Runner-up to the Dallas exchange in the first group is the Atlanta branch, with third place held by the Boston exchange. Following the New Orleans branch in the second group is the Charlotte (N.C.) exchange, with the St. Louis branch holding third place. Trailing the St. John exchange in the third group is the New Haven exchange, while the Calgary branch is in third place.

## GORDON SPARLING RECEIVES AWARD

Gordon Sparling, director of productions, *Associated Screen Studios*, Montreal, was selected for signal honor at the sixth annual *Canadian Film Awards*. He received a certificate of Special Award "In recognition of more than twenty-five years of devoted and enlightened contribution to the motion picture making industry in Canada; and in appreciation of distinguished services rendered."

Only once before has such an award been made, that to pioneer motion picture exhibitor L. Ernest Ouimet, also of Montreal, in 1950.

Last year, Sparling served as chairman of the Montreal committee of the *Canadian Film Awards*. He is honorary secretary treasurer of the *Association of Motion Picture Producers and Laboratories of Canada*.

by company representatives who attended the negotiations in Miami Beach last January with the *American Federation of Musicians*.

The signers in addition to Mr. Johnston were Barney Balaban, S. Broidy, Harry Cohn, Jack Cohn, James R. Grainger, S. P. Skouras, M. R. Rackmil, Harry M. Warner, Herbert J. Yates, Y. F. Freeman, W. C. Michel, J. J. O'Connor, A. Schneider, Theodore R. Black, B. B. Kahane, Fred S. Meyer, Morris Weiner, E. L. DePatie, Charles Boren, Alfred P. Chamie, Louis R. Lipstone, Joseph Gershenson, Ben T. Batchelder, Maurice Benjamin and I. M. Halpern.



# Paramount Lifts Canadian Veil On VistaVision

*VistaVision*, Paramount's new system of motion picture photography and presentation, has had its Canadian unveiling.

The Imperial Theatre, Toronto, was chosen as the site of the demonstration which took place at 9:30 a.m. on Thursday, May 20th. On hand to personally introduce *VistaVision* to the Canadian section of the Motion Picture Industry was Adolph Zukor. Accompanying Mr. Zukor to Toronto was Dr. Charles Daily, of the Paramount Studio Research Department, who gave some of the explanatory remarks on Paramount's new process.

The presentation was in two parts: first, a demonstration of the *VistaVision* system to show the advantages *VistaVision* has with conventional product; and secondly, scenes from "White Christmas," "The Big Top," and "Strategic Air Command," produced as *VistaVision* films.

A capacity audience of theatre executives, newspaper and magazine editors and writers, radio and television commentators were on hand.

The *VistaVision* process, according to Paramount executives, has been and will continue to be freely available without compensation to the Motion Picture Industry and all camera manufacturers.

Company officers have stressed that the chief goal of Paramount has been to develop a plan of screen presentation applicable to small theatres as well as large, and that *VistaVision* fills this need with compatibility and flexibility.

## VistaVision Explained

"*VistaVision* is a new simple, compatible and flexible overall system of producing, release printing and exhibiting motion pictures. It will give to every theatre the world over the finest possible quality on the largest possible screen at the lowest possible cost.

"In introducing *VistaVision*, Paramount has introduced the technique of optical reduction from a large negative image to the standard release print image. This is the most important and distinctive feature of *VistaVision*.

"Larger screens and larger pictures, such as the old Magnascope, have always been possible. The limiting factors have been picture quality and adequate screen illumination. *VistaVision* is the first process to make a noteworthy and immediately apparent improvement in picture quality. *VistaVision* improves the front and side seat viewing.

"*VistaVision* release prints will play in any theatre anywhere in the world with an improvement in picture quality. Theatres that have large seamless screens and good projection equipment will gain full advantage of *VistaVision* without further change or expenditure.

"Paramount earnestly urges that every exhibitor who has not already done so to install the largest feasible seamless screen both as to height and width. Our objective is to fill this screen with a clear, sharp and bright picture. Paramount urges that every exhibitor have good standard projection equipment, good standard type lenses and adequate screen illumination.

"*VistaVision* is a flexible system and it is a compatible system. The picture



ADOLPH ZUKOR  
Chairman of the Board, Paramount Pictures

can play in any aspect ratio from 1.33/1 through 1.66/1, 1.85/1 up to 2/1. It plays best in ratios close to 1.85/1. There is one point on which Paramount is emphatic. Paramount pictures are not to be played in an aspect ratio greater than 2/1. Paramount pictures are photographed with height which gives them stature and an artistic proportion that is lost by reducing screen height.

"Briefly, the *VistaVision* process includes new wider angle lenses to give greater scope on the big screens; new cameras through which the 35 mm. negative travels horizontally eight sprocket holes per frame (instead of 4) giving a negative image with an area of nearly three times the area of the standard negative image. The picture negative is Eastman Mazda color taking stock. It is processed by Technicolor and optically reduced directly from the negative to the Technicolor matrix which in turn is used to stamp out the release print by the imbibition process. All release prints will have a single photographic sound track that will play on every standard sound reproducer the world over.

"The *VistaVision* standard print is a standard release print in every regard except that the quality has been improved. This will give a new depth perception in exhibition.

"These standard prints will carry a framing index (upper right hand corner

of the frame) at the start of each 2,000 foot reel as a guide to the projectionist. If the picture is being projected in the old 1.33/1 aspect ratio, the projectionist will frame with the top frame line just above the top of the projected picture as in the past. If the picture is to be played in an aspect ratio of 1.66/1, the projectionist will frame at the little dot in the upper right-hand corner of the picture (the dot below the top frame line and above the dashed line). If the picture is being projected in the aspect ratio of 1.85/1, the projectionist will frame on the dashed line, and if the picture is being projected in the aspect ratio of 2/1, framing should be on the little dot below the dashed line. These framing indices will be placed so as to give adequate head-room and the best composition for the aspect ratio selected.

"When Paramount introduced the large screen to the motion picture industry prior to and during the release of 'Shane,' Paramount recommended that the theatres install the largest feasible screen both as to height and width. This recommendation still stands. Every theatre should install the largest possible screen, both in respect to height and width. As a further recommendation in this regard, it is our belief that in the very large theatres they should install screens capable of accepting the aspect ratio of 1.85/1, unless the sight line for seats at the back of the main floor is limited by a low hanging balcony. In this case the theatre may elect to install a screen in the ratio of 2/1. This is the only limitation that should force the theatre into an aspect ratio as high as 2/1. In theatres where the screen width is limited to under 30 feet, and where there is adequate height, we recommend a screen aspect ratio of 1.66/1, reducing the height only when necessary for good viewing.

"There is a tendency on the part of theatre men to select a metallized screen that has a uniform distribution across the house. Such a screen gives an inferior picture at the centre of seating and seldom improves the side seats. For large houses we recommend purchasing a metallized seamless screen that has a light gain of two and one-half to one. A screen of this type will give much better viewing to the important and largest number of seats, and it will provide satisfactory light distribution throughout the theatre. In smaller theatres, seamless white screens can be used if adequate projection light is available.

"After the best screen size has been established, proper focal length high quality standard lenses should be obtained so as to gain the correct width of picture on the screen. Theatre supply companies have tables and can recommend the proper focal length lens to give the desired picture width."



## Paramount Holds Annual Sales Meet

Paramount Pictures held their Annual Canadian Sales Meeting May 20-21-22. Branch Managers, Salesmen and Salesmen-Bookers convened in the King Edward Hotel for daily sessions of the meeting chaired by Gordon Lightstone, Canadian General Manager.

On Thursday, 9:30 a.m., May 20, the Paramounters attended the Canadian unveiling of Paramount's sensational new system of motion picture photography and presentation, *VistaVision*. Adolph Zukor, Chairman of the Board of Paramount Pictures, flew in from New York for the *VistaVision* demonstration and attended the afternoon meeting of the Paramounters.

Discussions at the various sessions focussed on policy planning for the 1954-55 season, *VistaVision*, new products and many other topics.

Al Schwalberg, President of Paramount Film Distributing Corp. and Oscar Morgan, General Manager of Short Subjects, participated in the sessions.

Canadian Home Office Group included W. J. O'Neill, secretary treasurer; Flo

### POLA-LITE 3-D SYSTEM TO COST \$140 A UNIT

At a luncheon at the *Variety Club*, Prince George Hotel, Toronto, last week, *General Theatres Supply* played host to leading executives of the Film Industry, the daily press and trade press representatives, to announce the Canadian market plans for the *Pola-Lite* single strip third dimensional unit.

Al O'Keefe, Vice-President in charge of distribution for the *Pola-Lite Company*, New York, and A. E. Cates, recently appointed *Pola-Lite* Canadian Division Manager, outlined the *Pola-Lite* sales policy and briefed the assembled guests on this latest development for 3-D exhibition.

Subsequent to the luncheon, Mr. Cates has informed the *Digest* that the *Pola-Lite* unit will be leased for a two year period in Canada, at \$140 for a set, F.O.B. *General Theatres Supply* Branches. *General Theatres Supply* has the exclusive agency for the *Pola-Lite* System in Canada. Mr. Cates also announced a demonstration, which will take place at the Hollywood Theatre, Toronto, in a week or two, where *Columbia's* "The Mad Magician" will be shown in the new system.

At the luncheon, Mr. O'Keefe, announced that there were 6 feature films available for release in Canada, all of which could be shown as soon as theatres had equipped with the *Pola-Lite* unit. The films announced were, "Creature From the Black Lagoon" and "Son of Cochise," *Empire-Universal*; "The Mad Magician," *Columbia*; "Gorilla At Large," *20th-Fox*; "Southwest Passage" and "Gog" from *United Artists*.

Mr. O'Keefe stressed in his explanatory remarks that "*Pola-Lite* makes out of sink impossible. Headaches," he pointed out, "were caused by images being out of sink and not by the *Pola-Lite* glasses worn, when viewing 3-D films."



OSCAR MORGAN  
General Manager of Paramount Short Subjects  
and Newsreel.

Graham, in charge of Ad-Sales; and Win Barron, Public Relations.

The Ontario Branch was represented by Al Iscove, manager, and Ted Huber, salesman. From St. John, N.B., Pat Hogan, manager, and Ralph Thorne,



AL SCHWALBERG  
President Paramount Film Distributing Corp.

booker-salesman. The contingent from Montreal included Bob Murphy, manager, Romeo Goudreau, salesman, Bill Young, booker-salesman, and Tom Dowbiggin, sales consultant.

From the West, Bob Lightstone, Vancouver branch manager, and his salesman, Mickey Stevenson. Calgary group included Bill Kelly, manager, Jim Rae, salesman, and L. Gibson, salesman-booker. From Winnipeg, Syl Gunn, manager; Norm Simpson, salesman, and Al Glass, booker-salesman.

## Ray Presents

(Continued from Page 6)

and exploitation activities. Paul and Art well deserve their honors . . .

"I don't mean to be hoggish . . . believe me, two out of four ain't bad . . . BUT, I didn't see an entry from our friend Jim McDonough . . . nothing from Olga Sharabura, Len Gouin, Norm Gray, our two Guelph specialists, Al Hartshorn or Bob Nelson . . .

"What's the matter, guys . . . and you Olga? Too much trouble to prepare some of that swell stuff you've been sending in? You don't have to worry too much about fancy books . . . the judges are pretty smart lads, and aren't swayed by the gingerbread . . . but they do give consideration to the way the material is presented, as well as the content.

"THERE will be another judging in about six months' time, and I would like to see everybody in this group represented. . . . From Olga I shall certainly expect books on at least 'Rob Roy' and 'Botany Bay.' From you, James, that excellent P.R. job you did with the Hamilton Spectator, in addition to some of your special jobs on individual attractions. . . . The rest of you guys . . . get busy, right now. . . . Start preparing your books, and send

them in to either the Digest office, or to me.

"I won't be satisfied until I have at least two entries from every theatre in this district . . . and YOU won't get any rest until you have done your part to make this possible. It's the least we can do for Ray, who goes to a lot of trouble, and expense, to run this contest . . . and a little fancy window-dressing won't hurt your stature either. . . . Let's get on the bandwagon, right now!

"And gang . . . just a tip . . . don't try to kid the judges into thinking you have a terrific book by plugging it with your regular daily newspaper ads, one to a page, to make it look big. They're completely discounted, and certainly don't enhance your chances. The book must be a true reflection of your exploitation and promotional efforts and activities. Remember . . . two books from every manager . . . I won't settle for less."





## CHATTER . . . that could matter!

By MAX CHIC

Chet Friedman, MGM, learned his Roman history well . . . following in Julius Caesar's footsteps, he is blitzing Ontario towns with one-day visits with theatre managers, setting up exploitation campaigns for the showing of "Julius Caesar" . . . Archie Laurie is taking a two-week vacation before starting his chores with UA on May 25th . . . he'll need all his strength: UA has a record number of pictures lined up for release . . . *Ted Forsyth*, Odeon, lured by the slogan, "Go West, Young Man," is visiting Vancouver . . . *Dave Cantor*, RKO Exploitation Manager, planned into Toronto for talks with *Jack Labow*, RKO Canadian General Manager.

*Sam Glasier*, 20th-Fox, will soon take up his sword and fit on his armour to sell "Demetrius and The Gladiators" across Canada . . . he will leave his "ROBE" behind . . . *Tom Knight's* (JARO) secretary *Gladd Patterson* toll-charges visitors to Tommy's office for thumbing through the many trade papers available, all proceeds go to Variety Village . . . two dollars raised so far . . . *Irving Herman* will screen two top Warner films for Toronto movie critics and the trade press, "Dial M for Murder," and "Them" . . . *Herman* "Let George Do It" again . . . *George's Appliances* tied in with the showing of "Lucky Me" at the Imperial, Toronto, with a full page in the daily press . . .

*Charlie Doctor*, F-P's Quigley Grand Award Winner, will pass through Toronto on his way to New York to receive his Award . . . *Larry Graburn* has taken up singing since settling down in Hollywood for Columbia . . . his home is only a few doors away from Frank Sinatra . . . *Clare Appel* and his wife spell-bound for the Bermudas . . . *Jerry Collins'* and *Chet Friedman's* tie-in with furniture dealers for a special section of the Globe and Mail, publicizing "Executive Suite" has everyone a-GOG (not UA's new 3-D thriller) and the Loew's box-office cashier weary from the "Suite" business the picture is doing . . . WANTED . . . Golf enthusiast!!! No special qualifications required, except an interest in golf! Remuneration . . . none, except the thanks of many people . . . All replies treated confidentially.

Event of the Week . . . three Canadian General Managers, two Toronto Branch Managers and a Trade Press reporter . . . all smiling!

## ARCHIE LAURIE

*Archie Laurie*, Canadian motion picture industry veteran, who has been appointed Exploitation and Publicity Representative for *United Artists* in Canada, will work under the supervision of *UA* Exploitation Manager *Mori Krushen*, and will make his headquarters in the company's Toronto exchange.

# TRADE headlines



**Al Lichtman**, 20th-Fox Director of Distribution announces a new system of film rentals based on the ability of the exhibitor to pay.

**Richard Burton** will star for JARO in a screen version of the life-story of **Douglas Bader**, legless Battle of Britain pilot, based on **Daniel Angel's** book "Reach for the Sky."

**Niagara Peninsula Theatre Managers Assoc.** staged a successful benefit performance, May 22nd, in the **Palace Theatre**, **St. Catharines** for **Variety Village**. Committee in charge were **Verd Marriott**, **Roy Miller**, **Vern Hudson** and **F. Kozlo**. The "Living Desert", contributed by **RKO**, and various acts made up the show.

**Variety Club Baseball Night** will take place **Friday, June 11th** at the **Maple Leaf Stadium**. Stage Show starts 7 p.m. Ball game 8.45 p.m., **Buffalo Bisons** vs. **Toronto Maple Leafs**.

**Frank Vaughan** announces **Toronto, 1st**; **Calgary, 2nd**, and **Saint John** in 3rd place in the fifth week of the **Allied Artists Spring Billings Drive**.

**Jack Fitzgibbons**, **Theatre Confections Ltd.** President, will open the **Regional Meeting** of the **International Popcorn Association** at the **King Edward Hotel**, **Toronto**, **Friday, May 28th** at 9.00 a.m.

**CHCH-TV**, channel 11, the 10th Canadian TV station goes into operation on **May 23rd**. Located in **Hamilton**, it will cover the **Niagara Peninsula** with programs of its own, as well as those carried from the **CBC Television network**.

We regret to report the death of **Mrs. M. Triller**, wife of **Mr. M. Triller**, owner of the **Dominion Theatre**, **Winnipeg**. The theatre was closed all day **Thursday, May 13th**.

The **Dominion Drama Festival's Calvert Trophy** was won by a **Montreal group**, **La Nouvelle Equipe** with its presentation of "Le Roi David" a first play by **Jean Filiatrault**.

**Eric A. Johnston**, **MPAA** President, in his annual report, sees "a somewhat brighter picture for the industry during the coming year."



# CAPITAL STORY

By BILL McLAUGHLIN

Ottawa will celebrate its 100th year as a city and Capital of Canada this year. The Centennial festivities open on Dominion Day and will continue throughout the 12 months, with appropriate events adapted to the Four Seasons to be celebrated on days and dates

soon to be released by the Civic Government Program Committee. Ottawa theatre managers are being invited to take part in the celebration along with Ontario Eastern Division managers in Toronto who operate theatres in the Capital district.



Use This Information As Your Guide on Release Dates

## TORONTO

### IMPERIAL

Lucky Me (WB) CinemaScope and Warner-Color with Doris Day.

### SHEA'S

The Naked Jungle (Para.) Technicolor with Charlton Heston.

### UNIVERSITY & EGLINTON

Lure of the Sile (IFD) with Silvana Mangano.

### NORTOWN

Phantom of the Rue Morgue (WB) Warner-Color and 3-D with Karl Malden.

### ODEON-CARLTON

Second week. Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

### UPTOWN

Yankee Pashe (E-U) Technicolor with Jeff Chandler.

### LOEW'S

Executive Suite (MGM) with William Holden.

### TOWNE CINEMA

Eighth week. The Living Desert (RKO) Technicolor.

### HYLAND & CHRISTIE

Fifth week. The Kidnappers (JARO) with Vincent Winter.

### INTERNATIONAL CINEMA

Eleventh week. Hobson's Choice (IFD) with Charles Laughton.

### HOLLYWOOD

Scotch On The Rocks (Cardinal) with Ronald Squire.

### DOWNTOWN

Drive A Crooked Road (Col.) and The Diamond Queen (WB) Color.

## VANCOUVER

### CAPITOL

Rose Marie (MGM) CinemaScope and Color with Anne Blyth.

### ORPHEUM

Hans Christian Andersen (RKO) Technicolor with Danny Kaye.

### STUDIO

Fourth week. Hobson's Choice (IFD) with Charles Laughton.

### VOGUE

Second week. The Kidnappers (JARO) with Vincent Winter.

### PLAZA

The Love Lottery (JARO) Technicolor and Shoot First (UA).

### PARADISE

Country Parson (Peerless) with John Beal.

## SAINT JOHN

### PARAMOUNT

Rose Marie (MGM) CinemaScope and Color with Anne Blyth.

### CAPITOL

Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.

### STRAND

King of the Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

### KENT

Go, Man, Go! (UA) and Sherk River (UA) Color.

## WINNIPEG

### CAPITOL

Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

### LYCEUM

Man In The Attic (20th-Fox) and Man Crazy (20th-Fox).

### VALOUR

High Treason (JARO) with Anthony Bushell.

### MET

Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.

### ODEON

Third week. The Kidnappers (JARO) with Vincent Winter.

### GARRICK

Moulin Rouge (UA) Technicolor with Jose Ferrer.

### OSBOURNE

Second week. Julius Caesar (MGM) with an all star cast.

## MONTREAL

### PALACE

Night People (20th-Fox) CinemaScope with Gregory Peck.

### LOEW'S

Second week. Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.

### PRINCESS

Phantom of the Rue Morgue (WB) Warner-Color and 3-D with Karl Malden.

### CAPITOL

Casanova's Big Night (Para.) Technicolor with Bob Hope.

### IMPERIAL

Man in the Attic (20th-Fox) with Jack Palance.

### ORPHEUM

The Gay Adventure (UA) and Riders to the Stars (UA).

### KENT

Sixth week. The Kidnappers (JARO) with Vincent Winter.

### AVENUE

Second week. The Magpie (JARO) with Paul Douglas.

### SEVILLE-STRAND-SNOWDON-OUTREMONT

Make Haste To Live (E-U) and Jubilee Trill (E-U) Trucolor.

### AVON-MONKLAND-AHUNTSIC

Three Forbidden Stories (Cardinal) with Gino Cervi.

### ALOUETTE

11 Heures Sonnant.

## CALGARY

### CAPITOL

Second week. Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

### PALACE

Hondo (WB) WarnerColor and 3-D with John Wayne.

### GRAND

Beachhead (UA) Technicolor with Tony Curtis.

### UPTOWN

Witness To Murder (UA) with Barbara Stanwyck.

Taking advantage of the current front-page publicity accorded Rita Hayworth and her children (not forgetting her present husband), the Elgin Theatre has been showing Salome at regular prices. The Columbia production showed for some weeks at the same theatre last season at considerably upped prices.

The Kidnappers continues to go strongly at the Glebe Cinema. Now well into its fifth week, with five shows daily at regular theatre prices. Manager Clare Chamberlain has a matron in attendance daily to keep an eye on the children who are admitted from four to six unaccompanied by their parents or guardians.

The Regent Theatre is doing mighty well with double-bill of 1953 Academy Award winners. Audrey Hepburn in Roman Holiday and William Holden in Stalag 17 are the "Oscar" winners appearing in the twin-bill.

Final Monster Bingos will be held during the next couple of weeks, bringing the season to an end and leaving more money in the family coffers to spend on movie entertainment. And are local theatre managers glad!

Movie theatre managers are busily engaged at the moment in arranging midnight shows preceding the 24th of May holiday. Most of the first-run and secondary houses will present the traditional owl shows, while all four Drive-Ins will feature firework displays for the motorcar trade.

## CARNIVAL STORY

Jack Labow, RKO Canadian General Manager, has announced the opening of Carnival Story, at the Shea's Theatre, Toronto, for May 28th. Mr. Labow stated that Carnival Story, The Silver Lode and Susan Slept Here, as well as Walt Disney's The Living Desert, will all be nationally released in Canada, during the month of June.

RKO, Mr. Labow reported, has sent Al Margolin, RKO Field Man, across Canada to promote and publicize The Living Desert. Mr. Margolin made his first stop in Ottawa, and will then visit Victoria, Vancouver, Edmonton, Calgary and Winnipeg, where The Living Desert will shortly be shown. The film is now in its eighth week at the Towne Cinema, Toronto.

## JOHNNY GUITAR

Piling up the greatest opening seven-day gross in the history of a Republic picture in the Los Angeles area, the Joan Crawford starrer, Johnny Guitar, registered a spectacular \$148,000 at fourteen (14) theatres and drive-ins, and will be held over for an indefinite run.

This smashes the former record grossed by Republic's John Wayne starrer, The Quiet Man.



Cross  
your  
fingers!  
knock  
on  
wood!  
you and  
**CINEMASCOPE**  
never  
had it  
so  
good!



WARNER BROS. USHER IN THE ULTRA-NEW LOOK IN MUSICALS!



# Lucky Me

COLOR BY  
**WARNERCOLOR**

IT STARS

**DORIS DAY** ★ **ROBERT CUMMINGS** ★ **PHIL SILVERS**

**Prediction!!!**

WE PREDICT AT LEAST ONE MORE  
'SECRET LOVE' KIND OF SMASH AMONG THESE 10 NEW TOP POP TUNES!  
'I Speak to the Stars' ★ 'Take a Memo to the Moon' ★ 'Love You Dearly'  
'High Hopes' ★ 'Bluebells of Broadway' ★ 'Parisian Pretties'  
'Superstition Song' ★ 'Wanna Sing Like an Angel' ★ 'Men' ★ 'Lucky Me'.

WITH EDDIE FOY, JR. • NANCY WALKER • MARTHA HYER • BILL GOODWIN • MARCEL DALIO • HAYDEN RORKE • JAMES BURKE Screen Play by JAMES O'HANLON, ROBERT O'BRIEN and IRVING ELINSON  
From a Story by JAMES O'HANLON • Music by Sammy Fain Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf • PRODUCED BY HENRY BLANKE • DIRECTED BY JACK DONOHUE

